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55. The method of claim 52, further comprising uploading the first image from a client computer to a server using a computer network.
56. The method of claim 52, further comprising receiving a selection of the first image from a plurality of images.
57. The method of claim 52, wherein the attribute of the first image includes a color attribute of the first image.
58. The method of claim 52, wherein the attribute of the first image includes an image border attribute of the first image.
59. The method of claim 52, wherein automatically identifying the image attribute includes analyzing the first image.
60. The method of claim 59, wherein the new value for the product attribute is automatically selected based on the analysis of the first image.
61. The method of claim 59, wherein analyzing the first image includes generating a set of representative colors from the first image.
62. The method of claim 60, wherein automatically selecting the new value for the product attribute includes selecting a color as a function of at least one of the representative colors.
63. The method of claim 62, wherein selecting the color as a function of at least one of the representative colors includes selecting a color that matches at least one of the representative colors.
64. The method of claim 63, wherein selecting the color that matches at least one of the representative colors includes selecting a color that complements at least one of the representative colors.
65. The method of claim 62, wherein selecting the color as a function of at least one of the representative colors includes selecting the color from the set of representative colors.
66. The method of claim 65, wherein selecting the color from the set of representative colors includes selecting the most popular color.
67. The method of claim 65, wherein selecting the color from the set of representative colors includes selecting the color at random from the set of representative colors.
68. The method of claim 52, wherein the product attribute is a border color product attribute of the image-based product and the new value is the selected color.
69. The method of claim 68, further comprising generating a second preview image of the image-based product having a border, wherein the color of the border is the color specified by the border color product attribute.

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70. The method of claim 52, wherein selecting a new value for the product attribute includes selecting the new value at random.
71. The method of claim 70, wherein the selection of the new value is constrained based on previous values of the product attribute.
72. The method of claim 52, wherein selecting a new value for the product attribute includes selecting the new value at pseudo-random.
73. The method of claim 52, wherein selecting a new value for the product attribute includes selecting the new value from a predetermined ordering of values.
74. The method of claim 52, wherein the product attribute relates to which images are incorporated in the image-based product, and the image-based product further incorporates at least a portion of a second image.
75. The method of claim 52, further comprising:  
receiving a plurality of images;  
automatically identifying an image attribute of each of the received images; and  
automatically selecting the first and second images from the received images based on the image attributes of the received images.
76. The method of claim 52, further comprising fulfilling the order for the image-based product.
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